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To: R3-excom2020@ieee.org
Cc: sec-r03@IEEE.ORG; [Donohoe, Pat](mailto:Donohoe.Pat@ieee.org)
Subject: IEEE R3 MCC Chair Report - 20April2020
Date: Monday, April 20, 2020 7:45:14 PM

Greetings R3,

The Member Communications Committee (MCC) met on April 7th, 2020 at 6:00pm on WebEx. The meeting agenda and meeting notes were as follows.

Meeting Agenda:

Communications Statistics & Metrics – Sonya Dillard
Current Website & Goals for Improvement – Lucas Sweet
Current Social Media Footprint & Goals for improvement – Dr. Ebonee Walker
Process Flow – Team (Suggestions on how to receive information, publish on website / social media platforms)
Timeline for Communications – Team
Newsletter Update – Bill Labelle & Evelyn Licon
Special Newsletter Distribution during these Covid-days, innovative ideas, WebEx
Fellows Communication Strategies – Hulya Kirkici

Attendees (5): Sonya Dillard, Lucas Sweet, Lee Stogner, Evelyn and Bill Radcliff.

Meeting Notes:

Had a very productive meeting via WebEx with 5 members of the MCC in attendance. We have had an increase in followers on the R3 Facebook site, as well as an increase on posts to our social media sites. Discussion on how to increase website and social media metrics (i.e. hits, clicks, likes and followers.)

The Committee agreed that we would like to change the status on the Facebook Group from a private group to a public group, because social media is supposed to be used as a tool to reach the masses and hopefully attract people to join our technical organization. Since this change was made, we have increased from only 153 members to currently having **192 members**.

Special Newsletter – Distributed soon to reach people during the Covid-19 season. To be released in May 2020.

Suggestions for Communication Tools WebEx Accounts, Google Meets, Engaging our members online and coming up with creative ways to benefit our members and promote the IEEE virtually during this pandemic.

Ensuring the links to all Section Websites are updated and works properly. We want to encourage ALL R3 Sections to update their websites to get all the officers and information current, as well as make sure that your website urls are accurately listed on the R3 Websites and the main IEEE

website.

Suggestions were made to use the current newsletter to gain insight on:

- * How well we promote R3 event?
- * How well are we doing in communications?
- * Distribution metrics, # of clicks, and how many people did we reach?
- * What types of things engage the members to click on and read an article or post?

During this meeting, Lucas was able to display the website on WebEx and showed us the updated Menu Tabs, Front Page and other added features.

More updates to come. He is now collecting all the Section websites urls to submit to IEEE HQ for updating the links there as well.

We would like to pilot an example case or best practice for the small and medium Sections to highlight for the month, so other Sections that need ideas on updating their Section Websites, can use to customize these template examples.

There was also discussion on brainstorming new ideas for Hosting a different type of meeting that has never been done before in each Section. Each Section is encouraged to host at least one "Out-of-the-Box" Meeting that has never been done before in your Section. This initiative will prove to be very innovative and hopefully fun for everyone involved.

Looking forward to our next scheduled meeting on Tuesday, May 5th, 2020 on WebEx.

Sincerely,

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